

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Higher Education (MC) Department – Government Initiative for a Drug-Free Andhra Pradesh – Engagement of Sambandh Health Foundation, a non-profit organisation, for implementing drug and tobacco free initiatives and campaigns across Universities and Colleges, including App-based monitoring and reporting – Permission – Accorded - Orders – Issued.

HIGHER EDUCATION (MC) DEPARTMENT

G.O.RT.No. 151

Dated: 27-09-2024

Read :

1. Instructions for Drug-free Nasha Mukta Bharat Abhiyan) by the Secy., GoI, Ministry of Social Justice and Empowerment, Dept., of Social Justice & Empowerment.
D.O.No.DP-5/16/2024-DP-III, Dt:3.8.2024.

ORDER: -

The Government of Andhra Pradesh is committed to creating a drug and tobacco free society, and several initiatives have been undertaken across the state to curb the menace of drug and tobacco use. These efforts are focused on raising awareness among youth and the community at large, ensuring that Andhra Pradesh leads the way in promoting a healthy and safe environment for its citizens.

2. A meeting was held on 11.07.2024 and a presentation was given by the Convenor, Sambandh Health Foundation, a non-profit organisation, based in Gurgaon, Haryana, to the Secretary, Higher Education, Government of Andhra Pradesh, the Chairman (i/c), APSCHE, Vice-Chairperson, APSCHE and team of Sambandh Health Foundation (SHF).

3. Again as desired by the Secretary, Higher Education Department, Government of Andhra Pradesh, the Convenor, Sambandh Health Foundation (SHF) had a virtual meeting on 31/07/2024, with the officers of APSCHE. Sambandh Health Foundation specialises in digital program implementation, communication, behavioural insights, and training in creating awareness and providing educational resources on anti-drug and tobacco initiatives through videos, memes, information, education, and communication (IEC) awareness programs and quarterly reports on anti-drug and anti-tobacco campaigns, and the deployment of a monitoring app to track progress and ensure compliance with the objectives of the program.

4. Satisfied with their previous assignments and as they fall in alignment with the objective and guidelines issued by the Higher Education Department, Government of Andhra Pradesh, the APSCHE has submitted a note on Sambandh Health Foundation to the Higher Education Department, Government of Andhra Pradesh requesting permission to engage Sambandh Health Foundation to implement a comprehensive anti-drug and anti-tobacco awareness program across universities and colleges in Andhra Pradesh.

5. With the approval of the proposal by the Secretary, Higher Education, Government of Andhra Pradesh, the Chairman (i/c), APSCHE, convened a virtual meeting with Vice-Chancellors of all universities, informed about the action plan to be adopted to create awareness on anti-drug and anti-tobacco, and about the Sambandh Health Foundation, and asked all the Higher Education Institutions (HEIs) to nominate a nodal officer to monitor anti-drug and anti-tobacco awareness activities. Sambandh Health Foundation will be responsible for implementing a comprehensive drug and tobacco prevention awareness program across universities and colleges.

6. The APSCHE negotiated with Sambandh Health Foundation and as per the agreement the unit charge per annum will be Rs. 650/-. As per the agreement a college is a unit for non-technical colleges and for technical colleges each branch will be treated as a unit, with a maximum of 5 units per technical college.

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Sambandh Health Foundation has agreed to perform the following actions:

- Create the App/Link and databases required for the project.
- Set-up and run the communication channels.
- Create content and disseminate information about Drugs to target colleges & officials
- Training/learning program to educate Principals, College Drug Control Nodals [CDCNs], Department Drug Control Nodals [DDCNs]
- Provide on-line resources required for the project to target group in English and Telugu
- Track the activities carried out by College-Department and monitor the program.
- Provide real-time dashboards and reports to the APSCHE and any other authority as required by APSCHE - college-department wise and for verification.
- SHF will do on-line verification of the activities uploaded, inform concerned about rejections and reasons thereof.
- SHF will provide Links & dashboards to the personnel designated by APSCHE.
- SHF will develop content for the Sensitization Classes.
- SHF will provide a 'test' link to be administered by CDCN/DDCN to students.
- SHF will send an e-certificate to the student.

7. After careful consideration, the government agreed and accorded permission to the Andhra Pradesh State Council of Higher Education (APSCHE) to formalise an MoU with the Sambandh Health Foundation for the execution of program over the next one year, subject to extend further one-year based on the outcome.

8. The APSCHE is permitted to take immediate steps to sign the MoU and to meet the expenditure of Rs. 20,61,800/- (Rupees twenty lakh sixty one thousand eight hundred only) towards the charges of Sambandh Health Foundation from the internal funds of APSCHE and ensure the effective implementation of the drug and tobacco free initiatives in collaboration with the Sambandh Health Foundation.

9. The Secretary, APSCHE, is directed to take the necessary action immediately.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**SAURABH GAUR
SECRETARY TO GOVERNMENT**

To,
The Secretary, Andhra Pradesh State Council of Higher Education.
The Sambandh Health Foundation, Gurgoan, Haryana.
Copy to
The Accountant General, A.P.Vijayawada.
The Director of Treasuries and Accounts, A.P.Vijayawada.
The Pay and Accounts Officer, A.P., Vijayawada.
The PS to the Addl.Secretary to the Chief Minister.
The OSD to the Minister for HRD
The P.S to the Secretary to Govt., Higher Education Dept.,
The P.S to the Pri.Secretary to Govt. Higher Education Dept.,

//FORWARDED::BY ORDER//

SECTION OFFICER